



Upcoming Events

- Draft Plan Presentation on March 23
- Public Comment Period March 23 - April 21
- Planning Commission Public Hearing May 2

Previous Events

- Kick-off Visioning Event on Sept. 15
- Stakeholder interviews & engagement Sept. - Oct.
- Planning Night at Barrel Chest on Oct. 11
- County Employee Event on Oct. 14
- Design Workshop on Nov. 14-16
- Transportation Scenarios Event on Jan. 4



Reimagine 419

Spring 2017 Update

More information at www.roanokecountyva.gov/419

Attend the Draft Plan Reveal Community Meeting!

Thursday, March 23 | 6:30 - 8:00 p.m. | South County Library
6303 Merriman Rd, Roanoke, VA 24018

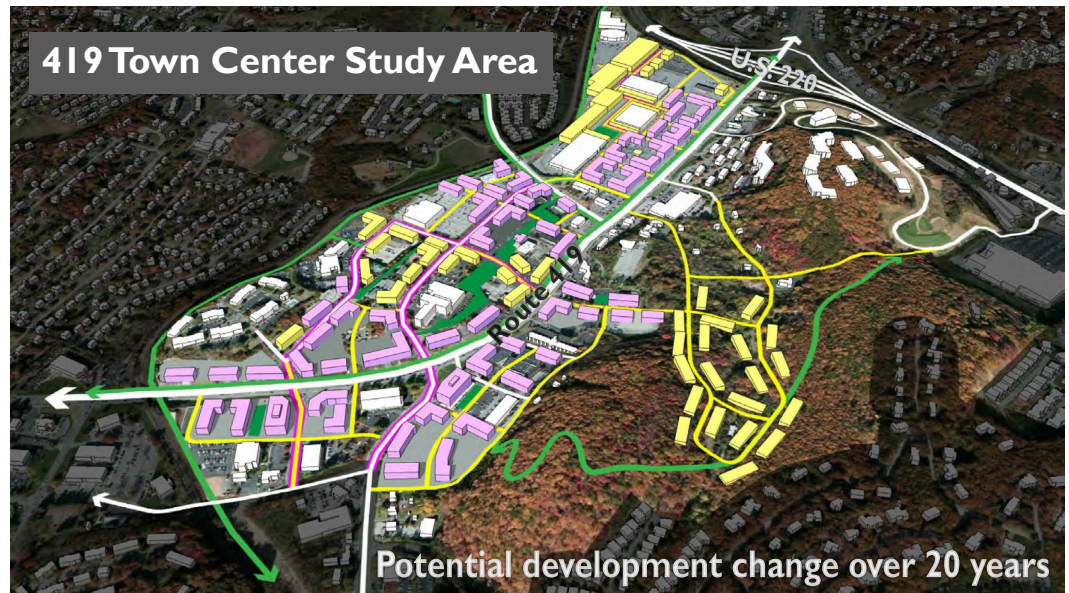
CORTRAN and STAR service will be extended until 9 p.m. for this meeting.



Get a detailed overview of the elements of the Draft 419 Town Center Plan:

- Redevelopment scenarios
- Transportation improvements to make the entire area more walkable, bikeable, accessible and connected
- Public space improvements
- A phasing strategy to identify near- and long-term development strategies.

After the presentation, review the complete list of implementation strategies and weigh in on which ones are most important to you.



In September 2016, Roanoke County began an eight-month planning study of the Route 419 area near Tanglewood Mall. This collaborative planning effort is incorporating community input into the development of the market-based Plan that will guide future economic investment in the County.

The study has engaged landowners, residents and the business community, envisioning the 419 corridor as a premiere shopping and business destination.



Study Area Facts

- 390 total acres
- Over 260 commercial and residential properties
- 42,000 vehicles per day on Route 419 (Highest traffic count in Roanoke County)
- Three property owners represent more than 50% of the study area

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More information at www.roanokecountyva.gov/419

Resources in the Plan:

- Retail market demand, economic development potential and new investment opportunities.
- Market demand for new residential development.
- Proposed multi-modal transportation opportunities and planned improvements for the 419 Corridor.
- Overview of the catalyst sites and proposed redevelopment options for these strategic areas.



419 Town Center Planning Study Area

Study Goals

- To enhance the tax base through commercial and retail development and unique residential options.
- To improve accessibility, mobility and safety on and beyond Rt. 419, between US 220 and Starkey Road.
- To support a vibrant commercial corridor with a greater density of development, a multi-modal transportation system and pedestrian-friendly accommodations.
- To identify modern and high-quality development standards with flexibility in site design.
- To research current and expected market demand for services in order to enhance livability and increase economic impacts.
- To understand current land use and zoning, while incorporating innovative land use concepts and mixed-use development standards that are appropriate for the area.

Frequently Asked:

1. How is the sale of Tanglewood Mall related to the study?

The sale provides an opportunity for the County to work cooperatively with the new owner to enhance commercial opportunities at this location.

2. How will this plan impact existing businesses?

Businesses will benefit from improved multi-modal opportunities, accessibility, and safety. The attraction of new high quality development will brand the 419 Town Center as an "in-demand" destination for living, shopping and doing business, resulting in an enhanced economic impact for the community.

3. How will this plan impact surrounding neighborhoods?

The 419 Town Center will be connected to surrounding neighborhoods via pedestrian and multi-modal routes.

Get Involved

Scan for more info
and learn about how
to get involved in the
Reimagine 419 study!



**The Route 419 corridor is
the heart of commerce in
Roanoke County.**